

For a **Business Name Spoken** 803 selection, the caller hears a **Business Menu** 808 which articulates the name of the business, if it is a BayHit, the phone number, a promotional message, and a coupon message and asks if the caller wishes to be connected now, receive more information, recommend others, or rate the business, where the form of these items is identified as follows: "<Name><Bay Hit> is at <phone>. <Promo message><Coupon Message> Would you like me to connect you now, give you more information, recommend others, or would you like to rate this business as part of our Bay Hits program?" Notes for Business and Additional Information Menus: (1) "...a Bay Hit" will be spoken after the name of all businesses who have a Bay Hits score >4, and (2) Promo Messages and Coupon Messages will be spoken for a business if they exist.

If **Connect Spoken** 809, then **Transfer Message** 813 is articulated and the caller is connected to the identified business.

AM
If **More Info Spoken** 810, then the caller is presented with the **Additional Information Menu** 816 which articulates the name of the business, if it is a BayHit, its address location, its phone number, any promotional message, and an inquiry as to whether the caller wishes to be connected now, for other recommendations, or for an opportunity to rate the business as part of the BayHits feature, in the form "<Name><Bay Hit> is located at <address>. The phone number is <phone>. <Promo Message> Would you like me to connect you now, recommend others, or would you like to rate this business as part of our Bay Hits program?"

If **Connect Spoken** 809 at this stage, then **Transfer Message** 813 is articulated as before and the caller is connected to the identified business. If **Others Spoken** 818 at this stage or **Others Spoken** 811 in response to the inquiry from Business Menu 808, then the caller is presented ("Go to A" 814 or "Go to A" 820) with **Type Menu** 823. If **Rate Spoken** 819 at this stage or if **Rate Spoken** 812 in response to the inquiry from Business Menu 808, then the caller is presented ("Go to D" 815 or "Go to D" 821) with **Rater Number Entry** 852.

If in response to the **Main Menu** 802 inquiry, the caller spoke business type (**Business Type Spoken** 804) the caller is also presented ("Go to A" 806) the **Type Menu** 823, while if the caller spoke member (**Member Spoken** 805), then the caller is presented with ("Go to B" 807) a **Member Name Entry** 831 message.

Type Menu 823 presents three businesses at random by type of business, identifying them by name, BayHit, and any coupon message, in the form:

<Name><Bay Hit><Coupon Message>

<Name><Bay Hit><Coupon Message>

<Name><Bay Hit><Coupon Message>,

and indicating that "You may choose one of these businesses, or say "more" for additional selections." If **Business Name Spoken** 824 then the caller is presented (Go to Business Menu 827) with Business Menu 808 as described herein above. If **New Business Type Spoken** 826 then the caller is presented ("Go to A" 829) with **Type Menu** 823, and if **More Spoken** 825 then **Speak Next 3** 828 speaks three more businesses, until the third set of three businesses are presented and then plays **Limited Access Message** 830 articulating "For more information, please call me again. Due to heavy traffic I have to limit access to our free service. Thank you for calling Talk411."

It is noted that in the embodiment in FIG. 7: (1) If the caller has selected the modifier "Bay Hits", only businesses with the Bay Hits designation (Bay Hits rating >4) will be presented. (2) If the caller has selected the modifier "Coupons", only businesses with Audio Coupons will be presented. (3) <Bay Hit>, <Coupon Message> and <Promo Message> are only played if they exist, and the demonstration will include a <Promo Message> for each business, but only some businesses will have a <Coupon Message> or be rated highly enough to be a <Bay Hit>. (4) A maximum of nine businesses will be spoken, including the original three businesses.

When **Member Spoken 805** in response to **Main Menu 802** inquiry by the caller, the caller is presented with **Members Name Entry 831** and hears the message *"Please tell me your business name. If you are not a member and would like to become one, please visit our web site Talk411.com."* The caller is prompted for **Members Password Entry 832** and hears "Please tell me your password" and then **Members Menu 833** hearing "Would you like to record your Promotional Message, purchase Audio Coupons, check your Bay Hits score, or become a Category Sponsor?" may speak a selection from among **Record Message Spoken 834**, **Category Sponsor Spoken 835**, **Purchase Coupons Spoken 836**, and **Check Score Spoken 837**.

Record Message Spoken 834 permits the caller to **Perform Standard Message Recording 838**. **Category Sponsor Spoken 835** permits the caller to hear the monthly fees for Category sponsorship which in one example are as follows: Silver: \$2500, Gold: \$5,000, Platinum: \$10,000; and permit selection and acceptance of one of them, and then payment for the selection via the **Go to Credit Card Section 842**.

When **Check Score Spoken 837**, the caller is presented with an indication of the total number of ratings, points, and average rating in the form of: "Your total number of ratings is <number>." and "Your total number of points is <points> for a Bay Hits rating of <average>."

When **Purchase Coupons Spoken 836**, the caller is presented ("Go to C" 840) with **Coupon Quantity Entry 843**. **Coupon Quantity Entry 843** plays to the caller: *"Audio Coupons are sold in quantities of 100, 500, 1000, 5000, and 10,000. The price for 100 is \$1 each, 500 is 90 cents, 1000 is 80 cents, 5000 is 75 cents, and 10,000 is 70 cents per coupon. Please tell me the quantity that you would like to purchase."* Next, the caller is requested to verify the quantity of coupons spoken in **Coupon Quantity Verification 844** and hears "You have asked to purchase <quantity> Audio Coupons at <price> each for a total of <total price>. Is this correct?" Next, the caller is requested to record a coupon message in **Coupon Message Recording 845** and hears "Please record your Coupon Message." whereupon the system performs the standard message recording function 846.

Next, the caller is propted for **Credit Card Selection 847** and hears the message "What kind of credit card will you be using for this purchase - VISA or Master Card?", and after their response are requested to enter and verify a credit card number 848 and expiration date as follows: **Credit Card Entry #1** - *"Please tell me your credit card number."* (Accept entry), **Credit Card Entry #2** - *"Please tell me the expiration date."* (Accept entry), **Credit Card Verification** - *"You have entered credit card number <number> with expiration date of <date>. Is this correct?"* After credit card information validation 848, the caller either hears message 849 *"Thank you. Callers who request to hear coupons or information about your business will now hear your Coupon Message."* or message 850 *"Thank you. Callers will receive information about your business in a*